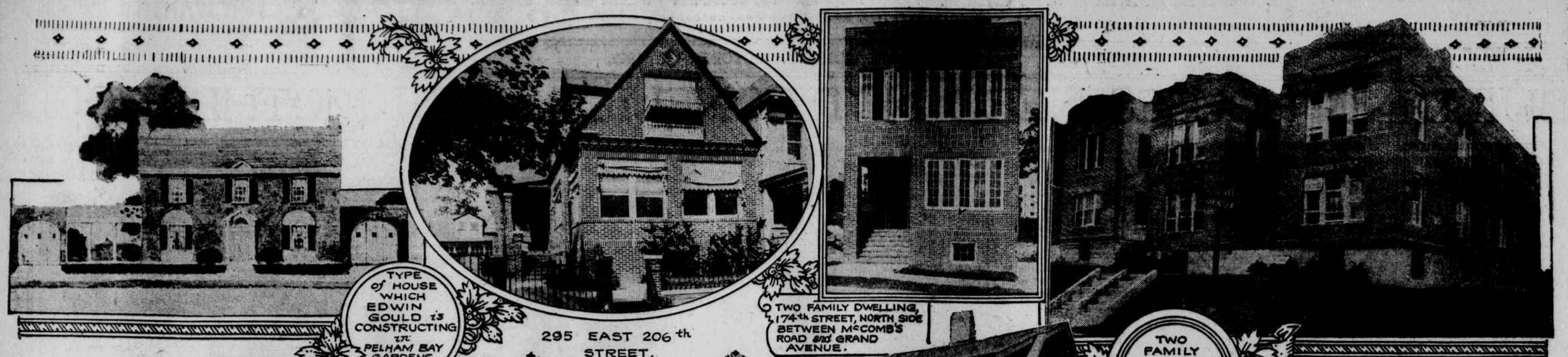


# BUILDERS GRABBING UP BRONX LAND FOR SITES FOR HOMES



## TWO FAMILY HOME MOVEMENT GROWS

City's Vacant Land Fast Being Developed With Single and Duplex Houses.

### BOOM SPREADS IN BRONX

Demand for Dwellings Having Garages—Tax Exemption Aids Building.

A NEW growth of two family houses in the outlying sections of the five boroughs of the greater city has followed the sudden and general rise of rental values of apartments which began in 1919 and shows no sign of losing much ground. Accompanying the spread of the duplex dwelling idea has been a back to the private home movement.

Builders, anticipating the need of houses of moderate cost or rentals, were quick to see their opportunities and field after field has been sold and developed into home sites. In every direction clusters of one and two family dwellings have sprung up and the beginnings of new blocks of such structures are almost too common to attract notice. Of great help has been the extension of transit facilities in The Bronx, Brooklyn and Queens, and the tax exemption law has operated to increase the construction of new homes. During the first year in which that law was in effect 10,200 single dwellings and 3,919 two family houses were put up in accordance with the provisions which it granted. Of those structures 3,124 of the first and 1,352 of the second class were Bronx undertakings.

#### Where Builders Are Busy.

That the two family house is a paying investment is the opinion of Eugene Stratton, manager of the house and home department of E. Osborne Smith, Inc., 5 East Burnside avenue, who reports a very active demand for them in his territory.

"Nearly all of those who seek two family houses," said Mr. Stratton to a reporter for THE NEW YORK HERALD, want them with garages and usually wish to have the garages under the

rear of the buildings. There is a sharp demand for private houses of the better class in the West Bronx. The prospective buyers are willing to pay \$20,000 to \$30,000 for one and two family houses. In the latter they can rent floors for \$1,500 a year, provided that the tenants get garage space.

"The sections which have seen the greatest development along the single or double family house lines have been Morris and University Heights, including the old Claffin estate, and Fordham and Throgs Neck. On the old Berkeley Oval, at the southwest corner of University and West Burnside avenues, Nathan Wilson is erecting a row of two family houses.

#### Value as Investment.

"As an example of the investment value of two family houses take those built by the Trombatore Construction Company on the east side of Grand avenue, near 175th street, the asking price of which are \$24,000 apiece and \$23,000 for the inside buildings. The latter will bring \$125 a floor. Two family bricks are being sold for \$23,500. They contain eleven rooms, five on the first floor and six on the second."

Among the recent housing projects in the East Bronx is that of Edwin Gould, who has erected eight "model" single family houses in his new development, Pelham Parkway Gardens. The buildings are near the Stillwell avenue entrance on Pelham Parkway. Not far away a group of two family two story semi-detached brick houses with garages for two cars and tax exempt have been put up at Ellis and Castle avenues by the Castle Hill Realty Corporation, 2804 Third avenue.

"On Throgs Neck 1,500 houses have

been built in the last year," said James R. Murphy, vice-president of Joseph P. Day, Inc. "On the Bruce Brown estate, sold at auction on May 14, 1921, are 244 new houses. There are eighty-five on the old Coates estate, sold September 29, 1920, and twenty-one on the Turnbull estate, sold November 12, 1921. They have put up twenty-five houses and bungalows on the Brinsmade estate since its sale on June 11, 1921."

#### New Projects Increase.

According to P. J. Reville, superintendent of The Bronx Bureau of Buildings, "the remarkable increase in the number of plans filed for dwellings for one and two families is noteworthy. For example, from 1911 to 1920 inclusive, a period of ten years, plans for 3,000 dwellings were filed. During the last eighteen months of tax exemption plans for 4,392 dwellings to house 5,947 families and to cost \$29,413,258 have been filed."

"I predict," said Richard Dickson, realtor, 2391 Third avenue, "that The Bronx is growing so rapidly that inside of five years over 300,000 will be added to its population. Building now is checking up, owing to high prices of material and scarcity of labor. This means with-

building stopped, that apartments finished will fill up this fall and then the scarcity of sites for dwellings. The famous Westchester Country Club prop-

erty along the eastern shore of the Bronx is expected to result in the purchase of sites for dwellings. The famous Westchester Country Club prop-

erty along Eastern Boulevard to Long Island Sound, south of Pelham Bay Park, was sold yesterday by Bryan L. Kennelly, Inc. The tract consisted of 350 residential plots and has been marked off with streets. It is served by the elevated extension of the Lexington avenue subway to Pelham Bay Park and the stations of that line nearest to the property are Pelham Bay Park and Buhre avenue. The club was one of the oldest of its kind in this country and within its gates several fine homes were erected. One of them is a Dutch Colonial house used by Lord Howe during the Revolutionary War and in which Cooper wrote "The Spy." A wall from Campbell Drive to Eastchester Bay was used in the novel for a hiding place for Harvey Brock, the spy, who was supposed to have built himself into it.

Adjoining the club property on the north is the Lorillard Spencer estate, to be auctioned by Joseph P. Day, Inc., on October 12 to 14 inclusive. It comprises 1,000 lots and extends from the northern boundary of the club's holdings

NEW RESIDENCE OF JAMES R. MURPHY VICE PRESIDENT OF JOSEPH P. DAY, INC., WEST CORNER OF LORING PLACE AND 180th STREET.

between Eastern Boulevard, the Sound and Middleton road, and also has been marked off with streets. On section 1 of the pathologic estate at Bruner and Ely avenues and 238th street, Bronx, several houses are being erected under the plan of the Ford Foundation, Inc., 704 South Fifth avenue, Mount Vernon. A statement from Harry Davis of the foundation says that an investment of \$1,600 in one of its houses allows its owner to occupy it rent free through renting its upper floor. The houses are tax exempt until 1931 and are reached by the Third avenue elevated line or the Lexington avenue subway to the 238th street station of the White Plains avenue route for a five cent fare. At the Dyre avenue station of the New York, Westchester and Boston Railroad the foundation has completed a development of tax exempt houses known as the Wonder Home.

## AUCTIONEER OFFERS VARIOUS PROPERTIES

B. L. Kennelly Lists Sales for Rest of Month.

Thirty-six Bronx lots owned by the Charles Solder estate will be sold at auction on October 18 in the Vesey Street Exchange by Bryan L. Kennelly, Inc. The property includes six corners on Arnow avenue, Wilgus street, Barker and Owanville avenues, two blocks from the Allerton avenue station of the Lexington avenue subway, White Plains division, and one block from Bronx Park. At the same time sixteen Bronx lots directly opposite and facing on Bronx Park will be auctioned. These lots are located on Bronx Boulevard and Rosewood street. They are only three blocks from the Burke avenue station of the Lexington avenue subway. This property offers builders and investors an excellent opportunity, as these lots will be sold separately on very easy terms.

The following properties will also be offered: 224 West Seventy-second street, four story and basement dwelling, east 223rd street, West Seventy-first street on the north side 225 feet west of West End avenue, 50x105.2; Jerome avenue, the block front between 181st street and Cameron place, vacant plot 120.75x100x133.98; West 131st street, southwest corner of Grand avenue, vacant plot 50x100; east side of Waldo avenue 160 feet south of 238th street and 150 to 154 West Eighty-fifth street, three two story dwellings 50x55.6.

A second Bronx sale will be held by Mr. Kennelly on Saturday, October 21, on the property, remainder of seventy-four Bronx lots on the Boston Post road, Baychester, Grace, Edison and Nedham avenues. These lots are 500 feet from the station of the Bronx and Westchester Railroad and a few minutes ride on the Boston and Westchester Railroad from the 180th street station of the Lexington avenue subway.

#### SALES ON CARNEGIE HILL.

John J. & Theodore A. Kavanagh sold for Mrs. Minnie B. Bridge to a client for occupancy, 68 East Ninety-second street, a five story dwelling. The same brokers recently sold No. 76, a similar house immediately adjoining, to Dr. Charles J. Thatcher.

#### AUCTION AT PORT CHESTER.

B. L. Kennelly Will Sell 52 Plots on October 14.

On Saturday, October 14, Bryan L. Kennelly, Inc. will sell at auction fifty-two building plots on King street, Port Chester's most beautiful residential street, a few blocks north of Regent street. There are handsome residences on the adjoining property and with the addition of the new homes which will undoubtedly be built on the property which will be sold this will be one of the best sections of the town.

The White Plains bus passes the property on its hourly trips to the center of the village of Port Chester and a trolley which runs on Regent street also furnishes means of reaching the Port Chester railroad station and the town. Last spring the village of Port Chester passed a tax exemption ruling which makes homes started before April 1, 1923, tax exempt for nine years.

#### ON STATEN ISLAND.

The Frank I. Fisher Company sold for Stanley Jordan the corner plot at Bard and Forest avenues, West New Brighton, S. I., to Mrs. Hulda Kemp, who intends to build and occupy the premises.

#### ST. ALBANS PROPERTY TO BE SOLD ON BLOCK

Will Complete Liquidation of Company's Holdings.

The M. Morgenthau, Jr., Company will offer at auction in 14 Vesey street on Tuesday property in St. Albans, upper Manhattan, The Bronx and Westchester county.

The St. Albans sale will complete the liquidation of the holdings of the Lanerach Land Company at St. Albans, L. I. The property is within two blocks of the St. Albans railroad station and the St. Albans Golf and Country Club and is reached by a twenty-six minute ride on the main line of the Long Island Railroad.

The auctioneers will offer also all the remaining Merrick road lots belonging to the Stability Realty Company, for which the M. Morgenthau company is developing a tract at Merrick road and Central avenue and known as the country club district.

Among the other offerings are the southeast corner of Webster avenue and 263d street, the southwest corner of Elwood and 195th streets, a plot 75x100; the northeast corner of Academy street and Post avenue, 100x50, and the corner of Lawrence avenue and Graham Square, Highbridge.

Two Westchester county holdings also will be sold, the first being a Lincoln avenue, Mount Vernon, corner. Mr. Morgenthau's home, known as the Eldridge estate, at Beach, Walton and Seney avenues, Orienta Point, which includes a house, a garage and an acre of ground, is to be sold.

George F. Fyfe, a real estate man of many years' experience in Chicago, St. Louis and Palm Beach, will assist Mr. Morgenthau on the auction stand. Mr. Fyfe has been made a director of the Morgenthau company.

#### INDUSTRIAL BUILDING PLANNED FOR L. I. CITY

Corporation Buys Site in Degnon Terminal.

The Queens Subway Loft Building Corporation has acquired 76,500 square feet of land at the Degnon Terminal in Long Island City, on the Long Island Railroad, at Hunterspoint and Stillman avenues (Meadow street), on which site it is proposed to erect one of the largest and most modern industrial buildings with direct railroad connections ever constructed in this city.

The new building will contain upward of 500,000 square feet of floor space, with platform capacity to accommodate seventy motor trucks, receiving and shipping at one time. There will also be a garage and repair shop to accommodate 100 motor trucks, elevator service, club and other facilities for the economical and efficient operation of a most modern industrial plant. From the Hunterspoint avenue level will be a through driveway to the lower floor and the distributing and shipping platform for receipt and discharge of freight by the Long Island and Pennsylvania railroads.

The property is directly opposite to Sunnyside Yards, Dutch Kills Canal, an East River inlet, lies within 1,000 feet east of the property and crosses under the Hunterspoint avenue, thereby providing waterway freight facilities to the heart of the terminal at Nelson avenue. The plot has frontages of 400 feet on Hunterspoint avenue, 530 feet on Stillman avenue and 25 feet along the Long Island Railroad, with which it has direct connection. The building will have capacity for six freight cars. The Long Island Railroad passenger station is within 25 feet of the property and Hunterspoint avenue station of the Queensboro subway is approximately 400 feet distant.

#### NATIONAL REALTORS TO CONVEGE IN THIS CITY

New York Board Will Act as Host at Commodore.

The National Association of Real Estate Boards will hold its executive meeting on October 13 and 14 at the Hotel Commodore. The Real Estate Board of New York, which will act as host to the delegates, has planned a dinner in honor of the visitors expected from all parts of the United States and Canada, to be held at the Hotel Commodore on Saturday evening, October 14.

The executive sessions of the meeting will comprise discussions covering a wide range of subjects, including building management, sub-divisions, industrial property, appraisals, farm lands and property ownership.

Speakers of prominence will address the meeting on the application of zoning in large cities, patterned after the plan now in effect in this city, and on the question of licensing real estate brokers as required by the recently enacted law in this State, with a view to making the license law nationwide and to securing such amendments as may be required, based on the experience of those States which have similar statutes in force.

#### OLD COLUMBIA OVAL SITE TO BE AUCTIONED

Tract in East Bronx to Be Sold on October 26.

The old Columbia Oval, comprising 225 plots in the Gun Hill road section of The Bronx, near East 211th street, will be sold at auction on October 26, in 14 Vesey street, by Joseph P. Day, Inc., auctioneer. The properties are also on Bainbridge avenue, close to the Oval Reservoir.

The property was acquired in 1898 by the trustees of Columbia University, which then was located in Madison avenue, at Forty-ninth street. The Monoholt avenue station on the Jerome avenue subway is only a few blocks distant from the oval, while about equidistant is the 211th street station on the White Plains avenue subway, which at this point connects directly with the Third avenue elevated extension in Webster avenue. Columbia Oval was used during the world war as the site of General Hospital No. 1, while the New York Tennis Club for many years occupied a portion of it.

#### EAST BAY RIDGE AUCTION.

100 Sites in Subway Zone to Be Sold on October 11.

In the East Bay Ridge section of Brooklyn 100 lots and plots occupying the blocks bounded by Bay Ridge avenue, Eleventh, Twelfth avenues and Seventy-second street, will be sold at auction on Wednesday evening in the Brooklyn Exchange, 189 Montague street, by the Chauncey Real Estate Company, auctioneers. The neighborhood is well developed with dwellings and apartment houses with stores. Bay Ridge avenue is a business thoroughfare where it crosses Thirteenth avenue.

#### TO DEVELOP QUEENS FARM.

The Bulkley & Horton Company through its Jamaica office sold the Vandewater farm, Queens. It comprises twenty-eight acres and the purchaser intends immediate development of it. The buyer bought last year an adjoining farm on which he has erected several hundred houses.

## Bayside Estate to Be Auctioned



Rocky Hill road, Bayside, opposite to Peck estate to be auctioned on October 21.

APPROXIMATELY 300 lots adjoining the Belleaire Golf and Country Club in Bayside, borough of Queens, will be sold at auction on Saturday, October 21, at 2 P. M. on the premises by Joseph P. Day, Inc. The prop-

erty is owned by the William L. Peck estate and it fronts on Rocky Hill road, the highway that connects Hillside avenue and Jericho turnpike. The Oakland Golf Club is only a short distance away from the Belleaire Golf and Country Club.

The lots to be sold are only two blocks from Bell avenue, a business thoroughfare of Bayside, and a little more than half a mile from the Long Island railroad station at Bayside. The running time to Manhattan is 28 minutes and there are sixty trains daily.

## New Broadway Structure



Cova Building, northwest corner of Broadway and Sixtieth street.

## NEED PERSONALITY IN MANAGEMENT

Importance of Human Equation Is Stressed by Robert M. Catts.

That the real life of a building does not begin until it is ready for its occupants is the opinion of Robert M. Catts, president of the Merchants and Manufacturers Exchange of New York, which is constructing on the east side of Park avenue between Forty-sixth and Forty-seventh street, the Park-Lexington Building, to be completed on May 1.

"I have been interested in buildings during all of my life," said Mr. Catts yesterday to a reporter for THE NEW YORK HERALD. "But it was not until very recently that I realized that a building's activity in the full sense begins only after its completion. It is all very well to have it constructed perfectly, to watch every detail of its construction, which, of course, should be taken for granted and is an academic statement in this day when buildings rear their heads to the skies, externally and internally as perfect as the narrow buildings—as modern architectural skills, ingenuity and technique can make them."

As far as the tenant is concerned all of the buildings are a construction, granted, and is an academic statement in this day when buildings rear their heads to the skies, externally and internally as perfect as the narrow buildings—as modern architectural skills, ingenuity and technique can make them. It is the attention that is given the building during the term of tenancy in it that is vital to them. The factors of personal attention on the part of some persons—not two or three or four, mind you, but one who understands it, likes it and is vitally interested financially in it—is the one most salient factor to-day. It is the solution of the housing question of big corporations in New York and reaching out through every phase of civilization because of their activities. "Facts have shifted in a business sense, and particularly in a building sense in the last five years in New York. No sooner has a modern skyscraper been constructed than new plans are under way to make the next one a superior structure. Lightning like in its rapidity is the development of office building equipment, but the big vital element, and always will be, the element of human equation, that is the application of personality through one person interested, and this constantly to the building itself after it has exhausted the resources of architects, builders, contractors, decorators, furnishers and all the rest. Take, for instance, nine elevator pilots and half dozen starters. You select them because of their apparent ability to meet your needs and because of your intuition regarding them. Put them in a building and leave them alone and what happens? They may remain as excellent or as mediocre as they were when you selected them, but not one of the nine will develop and hold inspiration unless there is a constant source, however splendid the structure, of large monetary return.

"As important as the granite is the personality of the assistant, its community and trade standing, its influence on its clientele through its atmosphere and character."

#### SALE IN WEST BRONX.

Sixty Building Sites to Be Offered on October 24.

The sixty lots bounded by Featherbed lane, West 172d street, Shakespeare and Nelson avenues in the Morris Heights section of The West Bronx will be sold at auction on October 24, at noon, in the Vesey Street Exchange by Joseph P. Day, Inc. The 172d street and Belmont street stations on the Jerome avenue extension of the Lexington avenue subway and Ninth avenue "L" are only a few blocks from the properties.

This section of The Bronx during the last few years has witnessed a marked building boom. Many of the apartment houses erected there recently are commanding from \$30 to \$50 a room.